

## PEOs and POs of MBA (Business Analytics) Program

**PEO 1: Leadership Excellence:** Assume leadership positions, driving teams and making strategic decisions that shape their organizations' growth.

**PEO2: Industry Influence:** Attain recognition as industry experts, contributing to field advancement through publications, presentations, and involvement in industry associations.

**PEO3: Ethical Leadership:** Lead ethically, making principled decisions that align with societal considerations and contribute to sustainable and positive organizational impact.

**PEO 4: Community Engagement:** Actively participate in community initiatives, using their business expertise to address local challenges and contribute to societal well-being.

**PEO5: Continuous Learning:** Maintain a commitment to lifelong learning, staying abreast of evolving business trends and practices to remain relevant and effective.

**PEO6: Global Business Impact:** Thrive in international business contexts, navigating cultural diversity and contributing to their organizations' expansion on a global scale.

## Program Outcomes of MBA (Business Analytics) Programs

The students of MBA by the end of the program should demonstrate:

**PO1: Business Knowledge:** A comprehensive understanding of core business concepts across various disciplines, including finance, marketing, operations, and strategy.

**PO2: Effective Communication:** The ability to communicate clearly and persuasively, both in written and oral formats, to convey complex business ideas and strategies.

**PO3: Teamwork:** The ability to work effectively in diverse teams, both as leaders and collaborators.

**PO4: Ethical Awareness:** Awareness of ethical considerations in business decisions and an understanding of the broader impact of their actions.

**PSO1/APO1: Data-Driven Decision-Making:** Apply data-driven decisions across various business functions, enhancing operational efficiency and achieving measurable outcomes.

**PSO2/APO2: Business Intelligence Application:** Apply business intelligence tools and data visualization techniques to convey valuable insights and enhance decision-making.